



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/06/12-08/13/12

Contract / Revision 306770 /

Original Date / Revision
08/02/12 08/10/12

Advertiser American Sunrise

Agency Visuality

Buying Contact

5980 Executive Drive
Suite A
Madison, WI 53719-5302Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Fighter

Agency Com 15%

Billing Contact

5980 Executive Drive
Suite A
Madison, WI 53719-5302

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 8/6-8/13

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	5	\$5,100.00	\$6,000.00	0.00
Totals	5	\$5,100.00	\$6,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/13/12	5	\$5,100.00	\$6,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/06/12	08/13/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--		5				\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	1-----		1				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	6	WPTV	08/13/12-08/19/12	M-F 6-630p		6-630p		M-----		:30	(\$1,200.00)	0.00	NM		
		Credited cxl b/f start													
N 2	WPTV	08/06/12	08/12/12		CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00



WPTV

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Contract / Revision **306770** Flight Dates **08/06/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/10/12

Order Sep 00:20:00

Advertiser **American Sunrise**

Product **Fighter**

Estimate # **8/6-8/13**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 6p															
Sa 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WPTV	08/06/12-08/12/12		Sa 6p			6-630p		-----Sa--	:30		(\$600.00)	0.00	NM	
Credited															
[cxl b/f start]															
N 3	WPTV	08/06/12	08/12/12	Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00
Su 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WPTV	08/06/12-08/12/12		Su 6p			6-630p		-----Su	:30		(\$600.00)	0.00	NM	
Credited															
cxl b/f start															
Totals														5	\$6,000.00